PERCENTAGE OF SMOKER HOUSEHOLDS WITH TWO OR MORE SMOKERS

(TRACKING STUDY)

Year	Wave	2+ Smoker Households
1985	(2990)	35.3
1984	(2880)	35.2
1983	(2661)	36.5
1982	(3850)	Not Available
1981	(3600)	37.6

Households With 2+ Smokers

	N=1128
PM Brands Exclusively	23.2
PM Brand & Competitive Brand	32.2
Competitors Exclusively	44.6
MARLBORO HOUSEHOLDS	35.1
Marlboro Exclusively	12.1
Marlboro + PM Brands	4.1
Marlboro + Competitors	18.5
Non-Marlboro Households	64.9
VIRGINIA SLIMS HOUSEHOLDS	5.2
Virginia Slims Exclusively	.4
Virginia Slims and PM Brands	1.7
Virginia Slims and Competitors	3.1
Non-Virginia Slims Households	94.8
BENSON & HEDGES HOUSEHOLDS	7.3
Benson & Hedges Exclusively	2.5
Benson & Hedges & PM Brands	1.4
Benson & Hedges & Competitive	3.6
Non-Benson & Hedges Households	92.7
MERIT HOUSEHOLDS	7.8
Merit Exclusively	2.6
Merit & PM Brands	1.6
Merit & Competitors	3.6
Non-Merit Households	92.2

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Source: https://www.industrydocuments.ucsf.edu/docs/jxhj0004